**Results for Doc Paper**

**Anomalies**

Data are a *combination* of mobile and computer Wikipedia hits @1%

* Planet Earth 1 Anomalies

121 species, 8 with anomalies, 6.6%

* Planet Earth 2 Anomalies

112 species, 46 with anomalies, 41%

**Regression**

The response in the following models is the difference between the maximum Wikipedia hits on the day or day after broadcast minus the median baseline taken from 1st July 2015 to 30th June 2016

*Wikipedia negative binomial regression*

* *O*nly used 107 data points because some had a negative difference value (max views – median views)
* results for simple model of diff ~ seconds

Cox Snell: 0.1740829

|term | estimate| std.error| statistic| p.value|

|:-----------|---------:|---------:|---------:|---------:|

|(Intercept) | 6.2853987| 0.1709321| 36.771308| 0.0000000|

|seconds | 0.0030299| 0.0006337| 4.781289| 0.0000017|

df AIC

m.NB.wiki 3, 1688.911

mult.m.NB.wiki 15, 1700.283

AIC diff = 11.372

*Twitter negative binomial regression*

* Only used 94 data points because of the negative difference value and the presence of NAs for number of Tweets
* Results for simple model of tweet ~ seconds

Cox Snell 0.3720606

|term | estimate| std.error| statistic| p.value|

|:-----------|---------:|---------:|---------:|-------:|

|(Intercept) | 3.4781652| 0.1980507| 17.56199| 0|

|seconds | 0.0052027| 0.0007373| 7.05600| 0|

df AIC

m.NB.twitter 3, 1045.998

mult.m.NB.twitter 14, 1057.820

AIC diff = 11.822

**Causal Impact**

43 data points – some time series were not complete

The pre-period was from 1st May 2016 to 30th June 2016

The post-period was from 1st May 2017 to 30th June 2017

19 had a significant and positive effect

19/43 = 44%

**Charity**

BornFree anomalies

"2016-08-06 UTC" "2016-10-24 UTC" "2016-12-15 UTC"

Last date is close to 11th December 2016

Arkive anomalies

"2016-11-17 UTC" "2016-11-29 UTC" "2016-11-30 UTC"

First date is close to 13th November 2016

Second date is close to 27th November 2016

Last date is close to 27th November 2016

**Species days**

Median, Mean

1005, 1483 values from Awareness

507, 1071 values from PE2 from ‘diff’